

Recruitment Event Guidelines

Recruitment events should be:

- Free to attend
- Advertised to non-Girl-Scout members
- Coordinated with Regional Recruitment Specialist (staff) and Service Unit team
- Age-appropriate and targeted to girls TK-5th grade
- Original service unit events (special, separate events, rather than a part of a large community event)

Be sure to:

- Incorporate a set opportunity to make a recruitment pitch to the entire group of interested girls/adults
- Maintain a focus on recruitment and joining Girl Scouts
- Stay in line with the Girl Scout program and Girl Scout Leadership Experience

Recruitment event ideas

Meetings can be held at low or no cost; for events with a cost incurred, consider factoring in to the service unit annual budget.

- Volunteer Info Night / Round-up
- Girls' Night Out
- STEM event
- Daisy Day
- She & Me
- Sample troop meeting

Recruitment event locations

- School multipurpose room or classroom (some districts have a meeting fee)
- Libraries (most library meeting rooms are free for nonprofit use)
- Recreation or community centers (typically \$2.50/hour fee)
- Faith-based centers or institutions
- Community park
- Girl Scout Property: Balboa Campus, Escondido Program Center, or North Coastal Service Center (in Carlsbad)